

BRAULIO GARCIA

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www.braulioart.com

EDUCATION

BFA / Digital Imaging Video Animation and Sound

Focus in installation, interactive, and conceptual art.

University of Wisconsin-Milwaukee

EXPERIENCE

The Pokémon Company International

Lead Graphic Designer / New Creative Concepts • Aug 2020 – Present

I was a creative powerhouse at The Pokémon Company International. Apparel design, soft and hard good product design, story conceptualization, color stories, mood board creation, illustration, and UI/UX were just a few of the things I was responsible for. I was an idea generator, coming up with new ways to reach and delight fans through new product development and story crafting.

BRAULIO ART

Multimedia Artist • Jan 2010 – Present

My art practice involves the use of graphic design, sculpture, programming, drawing and painting. The work that I create is heavily focused on concept first with the aesthetic of the work following. Topics that I have explored range from social interactivity, immersive art, masculinity, the aging of technologies, spiritual identities, and consumerism.

Adidas

Senior Graphic Designer / Associate Art Director • Dec 2018 – Feb 2020

During my time with Adidas, I managed a team of five, photo directed, and art directed on graphics on apparel for the NEO brand, only available in the Asia Pacific markets. I provided creative vision and facilitated ideation for the creative team.

Harley-Davidson

Lead Graphic Designer / Associate Art Director • Apr 2017 – Dec 2018

I started with only the direction of creating something for a new generation of riders. From this I brought to life the look for its newest brand, Garage.

Kohls

Lead Graphic Designer for Men's and Young Men's • Oct 2014 – Apr 2017

Here I mentored new designers, created trend reports, and seasonally relevant prints and patterns for apparel.

Cretonomy

UX Designer / Web Designer • Nov 2011 – Jan 2013

Created A/B testing for Website designs, analyzed user data to inform design decisions, created user-centric websites in the medical field for patients and providers to access and update.

SKILLS

Project Management – 5 years

3D Modeling Programs (blender + zbrush) - 1 year

Adobe Suite - 17 years

G-Suite - 11 years

Microsoft Office - 11 years

Presenting to clients -6 years

Public speaking - 10 years

Social Media Creative - 5 years

Influencer Partnerships - 4 years

Digital photography - 13 years

Analog photography - 4 years

Animating .gifs - 7 years

Product Design - 11 years

Creative Concepting - 11 years

Mentoring junior artists - 7 years

Keeping plants alive – It's a yearly struggle, I've delegated this task to my partner.

Contemplating existence, our purpose here, and the future of human kind – Daily

CURIOSITIES

Neuromarketing

Ethnography

Documentary Media

Science Fiction

The Occult and Spiritual Identities

Fringe Science

Conspiracies

Psychology